

## **ABSTRACT**

The invention relates to a novel thermoplastic stiffening material used for manufacturing shoes or shoe parts, and to an environmentally friendly method for the production thereof. The inventive material is proved in the form of a hot-melt adhesive/filling compound and is characterized in that it is comprised of one or more hot-melt adhesives and of one or more fillers, which are provided in quantities ranging from 50 to 15 % by weight and which do not dissolve in the hot-melt adhesive. The hot-melt adhesive/filler compound simultaneously fulfills the following parameters: 1. MVR value between 2 and 6, preferably between 3 and 5  $\text{cm}^3/10\text{min}$ ; 2. Surface tack, when measured according to DIN EN 14610 at 65 °C, ranging from at least 10 N/2 cm, preferably 15 N/2 cm, particularly 20 N/2 cm; 3. Bonding value/peel resistance with regard to upper materials and linings of at least 30 N/5 cm when measured according to DIN 53357; 4. Longitudinal extension of no greater than 25%, preferably less than 20%, when measured at a temperature of 90 °C.